

CLAIMS

What is claimed is:

1 1. A system for trading product and brand sales among traders
2 comprising:
3 a server to act as trading platform;
4 identifying a brand or product;
5 generating information regarding contracts available
6 for trading and hedging on sales of the product or
7 brand;
8 receiving information representative of trader
9 eligibility for participating in creating a market in
10 said contracts;
11 permitting trading of the contracts;
12 generating a trade ticket; and
13 facilitating payments on said contracts.

1 2. The system of claim 1 further comprising providing trader
2 information to an escrow agent.

1 3. The system of claim 2 further comprising cross checking
2 data with the escrow agent.

1 4. The system of claim 1, further comprising a server for
2 generating, storing and presenting transaction information
3 available for trading.

1 5. The system of claim 1, further comprising a server for
2 disseminating information regarding trading contracts
3 available.

1 6. The system of claim 1, further comprising a server, data
2 forms and database for data input and storage.

1 7. The system of claim 2, further comprising facilitating data
2 exchange between the escrow agent and the trader.

1 8. The system of claim 3, further comprising a server,
2 database, SQL queries, forms and reports required to cross
3 check data between parties involved in a trader account.

1 9. The system of claim 1, further comprising data forms and
2 database for facilitating automated and live interaction
3 between the trader and the server.

1 10. The system of claim 1, wherein a plurality of traders
2 interact in dynamic fashion with the server.

1 11. The system of claim 1, comprising a plurality of
2 contracts traded on the server.

1 12. The system of claim 1, comprising pricing of the
2 contracts on the server.

1 13. The system of claim 12, wherein the server calculates
2 and provides expected sales on the product or brand, as
3 determined using parimutuel principles from active trading
4 inputs.

5
1 14. The system of claim 12, wherein pricing is provided
2 using parimutuel principles.

1 15. The system of claim 13, further comprising providing
2 derivatives on the brand and product sales, based on market
3 curves.

1 16. The system of claim 15, wherein the derivatives are
2 futures.

1 17. The system of claim 15, wherein the derivatives are
2 swaps.

1 18. The system of claim 15, wherein the derivatives are
2 options.

1 19. The system of claim 1, wherein the server receives
2 bids and asks from traders on contracts on the products or
3 brands.

1 20. The system of claim 1, further comprising terminals
2 connected to the server to exchange information regarding
3 the contracts.

1 21. The system of claim 20, further comprising a means of
2 having predefined barriers and levels of payoffs viewed by
3 members on their terminals.

1 22. The system of claim 1, further comprising calculating
2 and showing expected sales given trader inputs.

1 23. The system of claim 1, further comprising allowing
2 bids and offers on said contracts prior to their maturity
3 or settlement.

1 24. The system of claim 1, further comprising storing and
2 disseminating information regarding executed trades.

1 25. The system of claim 1, further comprising facilitating
2 settlement notices, settlements and disbursements specific
3 to the contracts traded.

1 26. The system of claim 1, wherein on maturity or
2 settlement date, traders receive disbursements based on an
3 original total pool of investment less a nominal
4 transaction fee.

5